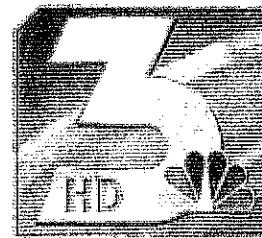


ORDER



Orders	Order / Rev:	104117	Primary AE:	Amy McCreary
	Alt Order #:	06831873	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	08/28/12 - 09/03/12		
	Original Date / Rev:	07/09/12 / 08/27/12		
	Order Type:	GENERAL		

Agency	Name:	Shorr Johnson Magnus	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley for Senate	Revised	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50	September 2012	73	\$53,950.00	\$45,857.50	0.00
					Totals	73	\$53,950.00	\$45,857.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	8	\$400.001	0.00	NM		8	\$3,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-TWTF--	8	\$400.00	0.00										

Order / Rev: 104117 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06831873 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 08/28/12 - 09/03/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	8	\$400.001	0.00	NM		8	\$3,200.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>-TWTF--</td> <td>8</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	-TWTF--	8	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	8	\$400.00	0.00																					
E 2	KSNV	09/03/12	09/03/12	M-F 5-6a WakeUp w/WagM	5-6a		M-----	:30	2	\$400.001	0.00	NM		2	\$800.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	2	\$400.00	0.00																					
E 3	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	2	\$700.00	0.00																					
E 4	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/WagM	6-7a		-TWTF--	:30	8	\$700.001	0.00	NM		8	\$5,600.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	8	\$700.00	0.00																					
E 5	KSNV	09/03/12	09/03/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00											
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$1,400.00	0.00																					
E 6	KSNV	08/28/12	08/28/12	Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00											
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-T-----	1	\$1,400.00	0.00																					
E 7	KSNV	08/28/12	08/31/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.001	0.00	NM		4	\$1,700.00											
Noon News																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>-TWTF--</td> <td>4</td> <td>\$425.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	-TWTF--	4	\$425.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	4	\$425.00	0.00																					
E 9	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd HCM	9-10a		M-----	:30	1	\$500.001	0.00	NM		1	\$500.00											
M-F Today Show II																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$500.00	0.00																					
E 10	KSNV	08/28/12	08/31/12	M-F Today Show II 3rd HCM	9-10a		-TWTF--	:30	4	\$500.001	0.00	NM		4	\$2,000.00											
M-F Today Show II																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	4	\$500.00	0.00																					
E 11	KSNV	08/28/12	08/31/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		-TWTF--	:30	4	\$700.001	0.00	NM		4	\$2,800.00											
4PM NEWS (1 hour)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	4	\$700.00	0.00																					
E 12	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
4PM NEWS (1 hour)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$700.00	0.00																					
E 13	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
4PM NEWS (1 hour)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$700.00	0.00																					
E 14	KSNV	08/28/12	08/31/12	CM	4-5pm		-TWTF--	:30	4	\$700.001	0.00	NM		4	\$2,800.00											

Order / Rev: 104117 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06831873 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 08/28/12 - 09/03/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$700.00</u> Rating <u>0.00</u>															
E 15	KSNV	08/28/12	08/31/12	M-F Early News	CM	5-630p	-TWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
M-F Early News															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 16	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Early News															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 17	KSNV	09/02/12	09/02/12	Vegas Inc.	CM	6:30-8pm	-----S	:30	1	\$375.001	0.00	NM		1	\$375.00
Vegas Inc.															
VEGAS INC															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$375.00</u> Rating <u>0.00</u>															
E 18	KSNV	08/31/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm	----F--	:30	1	\$800.001	0.00	NM		1	\$800.00
CM															
Face to Face w/ J.Ralston															
FACE															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>----F--</u> Spots/Week <u>1</u> Rate <u>\$800.00</u> Rating <u>0.00</u>															
E 19	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.001	0.00	NM		1	\$800.00
CM															
Face to Face w/ J.Ralston															
FACE															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$800.00</u> Rating <u>0.00</u>															
E 20	KSNV	09/03/12	09/03/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
CM															
M-F Jeopardy/Wheel of Fortune															
WH/JEP															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>2</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 21	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	8	\$1,000.001	0.00	NM		8	\$8,000.00
CM															
M-F Jeopardy/Wheel of Fortune															
WH/JEP															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>8</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 22	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00
CM															
Sa-Su News 3 at Eleven															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-----SS</u> Spots/Week <u>2</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>															
E 23	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$1,100.001	0.00	NM		4	\$4,400.00
CM															
M-F News 3 at Eleven															
NEWS															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>															
E 24	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
CM															
M-F News 3 at Eleven															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$1,100.00</u> Rating <u>0.00</u>															
E 25	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas	GM	Sun 1135pm-1200a	-----S	:30	1	\$200.002	0.00	NM		1	\$200.00
GM															
Sports Night in Las Vegas															
SPORTS NIGHT															
Start Date <u>Week: 08/27/12</u> End Date <u>09/02/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$200.00</u> Rating <u>0.00</u>															
E 26	KSNV	09/01/12	09/01/12		CM	7a-9am	-----S-	:30	2	\$625.001	0.00	NM		2	\$1,250.00

Order / Rev: 104117
Alt Order #: 06831873
Flight Dates: 08/28/12 - 09/03/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNV